

2014 WORLD'S CHAMPIONSHIP HORSE SHOW

Program Advertising Agreement

This shall serve as an advertising agreement between the Kentucky State Fair and _____ for the 2014 World's Championship Horse Show (WCHS) Program. The Kentucky State Fair reserves the right to reject any ad copy which cannot be set up in the contracted space or which it does not consider suitable for publication, in which case the advertiser will be notified promptly. **2014 World's Championship Horse Show: August 17-23, 2014.**

AD SPACE RATES

Ad Space	Size*	4-Color Process	2-Color (Specify PMS #'s)	B&W
Outside back cover	8-1/2" x 11"	\$1,750.00	Not available	Not available
Inside front & back covers	8-1/2" x 11"	\$1,500.00	Not available	Not available
Two-page spread	7" x 9-3/4" (each page)	\$1,550.00	\$925.00	\$825.00
Full page	7" x 9-3/4"	\$1,100.00	\$625.00	\$550.00
Half page (horizontal only)	7" x 4-3/4"	\$865.00	Not available	\$425.00
Quarter page (vertical only)	3-1/4" x 4-3/4"	Not available	Not available	\$250.00

***SEE FOLLOWING PAGE FOR COMPREHENSIVE SPECS.**

RATES: All rates are based on complete, camera-ready files at correct specs. (See below for additional charges.)

ADDITIONAL CHARGES: Set-up charges including typesetting, layout & design – \$200 for a two-page spread / \$150 for a full-page / \$75 for a half- or quarter-page. Set-up charges will be billed for **any** advertiser-initiated revisions, or for any revisions to improperly supplied art.

DEADLINES: **July 2, 2014** Deadline for advertising materials requiring design, set-up or revisions.
(No proof will be provided for advertising material received after this date.)

July 9, 2014 Deadline for camera-ready art (no proof provided).

PAYMENT: Ad Size: _____ & Cost \$ _____
Additional Charges: _____ Set-up + _____ (if applicable)
TOTAL \$ _____

FULL PAYMENT IS DUE AT THE TIME THAT CONTRACT AND AD MATERIALS ARE SUBMITTED.
Visit the Payment Portal at <https://kyexpo.org/PaymentForm.aspx>.

PLEASE PRINT CLEARLY AND COMPLETE IN FULL

Advertiser _____ Contact Person _____

Address _____ City _____ State _____ Zip _____

Daytime Phone (_____) _____ Fax (_____) _____

E-mail _____

Horse's Name _____ Rider/Driver _____

Trainer _____ 2013 Class Won/Position Request _____

Signature _____ Date _____

(Signature and date required for contract to be considered valid.)

Please send original copy of this agreement along with advertising materials to:

Edward Browne / World's Championship Horse Show Program / P.O. Box 37130 / Louisville, KY / 40233-7130
Street Address: 937 Phillips Lane, Louisville, KY 40209 / Phone: (502) 367-5184 / Fax: (502) 367-5189 / E-mail: ebrowne@ksfb.ky.gov

WORLD'S CHAMPIONSHIP HORSE SHOW

2014 PROGRAM ADVERTISING SPECS

OUTSIDE BACK COVER (with 1/8" bleed)

Bleed Size: 8.75" x 11.25"

Page Trim Size: 8.5" x 11"

Live Area: 7" x 10"

Please keep all text and logos within the Live Area.

INSIDE FRONT & BACK COVER (with 1/8" bleed)

Bleed Size: 8.75" x 11.25"

Page Trim Size: 8.5" x 11"

Live Area: 7" x 10"

Please keep all text and logos within the Live Area.

TWO-PAGE SPREAD (no bleed)

Image Size: 7" x 9.75" (for each page)

FULL PAGE (no bleed)

Image Size: 7" x 9.75"

HALF PAGE (no bleed)

Image Size: 7" x 4.75"

Horizontal only.

QUARTER PAGE (no bleed)

Image Size: 3.25" x 4.75"

Vertical only.

SUBMISSION

Please save all files as a high-resolution PDF at 300 dpi or higher. All fonts **MUST** be properly embedded and graphics **MUST** be linked. We do accept limited types of other file formats upon request to Edward Browne prior to delivery.

CAMERA-READY ART DEADLINE IS WEDNESDAY, JULY 9, 2014

Please submit all camera-ready artwork to Edward Browne via email by **Wednesday, July 9, 2014**. Please clearly label all submitted ads with the horse's name to make it easily identifiable for placement into the program.

If you are unable to email your ad you may submit your artwork via CD upon request to Edward Browne. CD's may be sent through standard mail with a postmark of the date above to still be considered for the program.

All questions regarding specs or artwork delivery can be addressed to Edward Browne at ebrowne@ksfb.ky.gov or (502) 367-5184.

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AD MATERIALS ARE SUBMITTED.**

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